

DTX 1090
(NAVY-ADS-0000219026)
(Excerpt)
(Redacted)



:

**All redactions proposed
by the United States**



:

**Additional information
covered by confidentiality
objections of third parties**

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30				1. REQUISITION NUMBER		PAGE 1 OF 97	
2. CONTRACT NO. N0018921DZ024		3. AWARD/EFFECTIVE DATE 20-May-2021		4. ORDER NUMBER		5. SOLICITATION NUMBER N0018920RZ020	
7. FOR SOLICITATION INFORMATION CALL:		a. NAME ADELINA LACROCE		b. TELEPHONE NUMBER (No Collect Calls) 215-697-9603		8. SOLICITATION ISSUE DATE 28-Apr-2020	
9. ISSUED BY NAVSUP FLC NORFOLK PHILADELPHIA OFFICE ATTN: ADELINA LACROCE 700 ROBBINS AVENUE, BLDG. 2B PHILADELPHIA PA 19111-5083 TEL: 215-697-9603 FAX:		CODE N00189		10. THIS ACQUISITION IS <input checked="" type="checkbox"/> UNRESTRICTED OR <input type="checkbox"/> SET ASIDE: _____ % FOR: <input type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> WOMEN-OWNED SMALL BUSINESS (WOSB) <input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM <input type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS <input type="checkbox"/> EDWOSB <input type="checkbox"/> 8(A) NAICS: 541810 SIZE STANDARD: \$ [REDACTED]			
11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input type="checkbox"/> SEE SCHEDULE		12. DISCOUNT TERMS		13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700) <input type="checkbox"/>		13b. RATING	
15. DELIVER TO NAVY RECRUITING COMMAND GOV'T REP. 5722 INTEGRITY DRIVE MILLINGTON TN 38054		CODE N66715		14. METHOD OF SOLICITATION <input type="checkbox"/> RFO <input type="checkbox"/> IFB <input checked="" type="checkbox"/> RFP			
17a. CONTRACTOR/ OFFEROR YOUNG & RUBICAM LLC GOV'T SALES 3 COLUMBUS CIR NEW YORK NY 10019-8760 TELEPHONE NO.		CODE OCME6		FACILITY CODE		18a. PAYMENT WILL BE MADE BY DFAS COLUMBUS CENTER NORTH ENTITLEMENT OPERATIONS PO BOX 182317 COLUMBUS OH 43218-2317	
17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER <input type="checkbox"/>		CODE HQ0337		18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED <input type="checkbox"/> SEE ADDENDUM			
19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES			21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
SEE SCHEDULE							
25. ACCOUNTING AND APPROPRIATION DATA						26. TOTAL AWARD AMOUNT (For Govt. Use Only) \$ [REDACTED]	
27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-5 ARE ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED							
27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED							
28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.				29. AWARD OF CONTRACT: REF. N0018920RZ020 OFFER DATED 19-Mar-2021. YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS; SEE SCHEDULE			
30a. SIGNATURE OF OFFEROR/CONTRACTOR				31. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER) B. Blaney			
30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT)		30c. DATE SIGNED		31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT) BUDGET BLANEY / CONTRACTING OFFICER TEL: 215-697-9626 EMAIL: budget.blaney@navy.mil		31c. DATE SIGNED 18-Apr-2021	

AUTHORIZED FOR LOCAL REPRODUCTION
PREVIOUS EDITION IS NOT USABLE

STANDARD FORM 1449 (REV. 2/2012)
Prescribed by GSA - FAR (48 CFR) 53.212

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS (CONTINUED)				PAGE 2 OF 97	
19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
	SEE SCHEDULE				
32a. QUANTITY IN COLUMN 21 HAS BEEN <input type="checkbox"/> RECEIVED <input type="checkbox"/> INSPECTED <input type="checkbox"/> ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____					
32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE		32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE		
32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE			32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE		
			32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE		
33. SHIP NUMBER	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT	37. CHECK NUMBER	
<input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL			<input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL		
38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY			
41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT		42a. RECEIVED BY (Print)			
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER		42b. RECEIVED AT (Location)			
		42c. DATE REC'D (YY/MM/DD)		42d. TOTAL CONTAINERS	

AUTHORIZED FOR LOCAL REPRODUCTION
PREVIOUS EDITION IS NOT USABLE

STANDARD FORM 1449 (REV. 2/2012) BACK
Prescribed by GSA – FAR (48 CFR) 53.212

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Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
0001	Base Yr Basic Advertising Services FFP in support of Commander, Navy Recruiting Command's Navy Marketing and Advertising Program in accordance with the Performance Work Statement attached hereto. See Contract Line Item Number (CLIN) definitions. Anticipated Base Ordering Period and Period of Performance 20 May 2021 through 19 May 2022. Ordering Period and Period of Performance are subject to change based on actual award date. FOB: Destination MILSTRIP: N6671521RC043A1 PSC CD: R701	12	Months		

MAX
NET AMT

ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
0002	Base Yr Space Charges Media Placement COST and Postage in support of Commander, Navy Recruiting Command's Navy Marketing and Advertising Program in accordance with the Performance Work Statement attached hereto. See Contract Line Item Number (CLIN) definitions. Offerors shall use Not To Exceed Max Amount \$56,515,825.79 Anticipated Base Ordering Period and Period of Performance 20 May 2021 through 19 May 2022. Ordering Period and Period of Performance are subject to change based on actual award date. FOB: Destination PSC CD: R701	1	Lot	\$56,515,825.79	\$56,515,825.79 NTE

MAX COST

\$56,515,825.79

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
0003		1	Lot		

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Base Yr Additional Advertising
FFP

Services in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.

Anticipated Base Ordering Period and Period of Performance 20 May 2021 through 19 May 2022. Ordering Period and Period of Performance are subject to change based on actual award date.

This CLIN requires the offeror to propose a fully burdened blended hourly rate for each of the five (5) organizational segments listed below. The fixed price blended hourly rates will be used to place task orders for services that are emergent and fall outside the scope of CNRC's Annual Advertising and Marketing Plan, but remain within the total scope of the contract.

For purposes of proposal evaluation, the Navy will evaluate based on the blended hourly rates proposed and the Government's estimated hours for each segment. Offerors shall propose blended labor rates and provide the total amount for each of the following five (5) segments:

(1) Research, Strategic Planning, Program Development and Assessment:

_____ (blended hourly rate) x 700 hours = _____ (Amount)

(2) Creative Strategy, Execution, and Production:

_____ (blended hourly rate) x 10,000 hours = _____ (Amount)

(3) Media and Related Services:

_____ (blended hourly rate) x 500 hours = _____ (Amount)

(4) Prospect Relationship Management and Fulfillment Operations:

_____ (blended hourly rate) x 3,000 hours = _____ (Amount)

(5) Field Events Marketing:

_____ (blended hourly rate) x 500 hours = _____ (Amount)

THE OFFEROR SHALL INSERT A PROPOSED FULLY BURDENED BLENDED HOURLY LABOR RATE AND AN EXTENDED TOTAL FOR EACH OF THE FIVE SEGMENTS. FOR THIS CLIN, THE GOVERNMENT WILL EVALUATE PRICE BASED ON THE AGGREGATE TOTAL AMOUNT OF ALL FIVE SEGMENTS ADDED TOGETHER.

In the event the offeror makes an apparent mathematical error in calculating the amount for each segment, the Government will consider the blended hourly labor rates proposed to be correct. Task orders placed against this CLIN shall be issued on a Firm Fixed Price (FFP) basis. For the placement of task orders under this CLIN, the number of hours and mix of segments will be negotiated between the Government and the resultant Contractor; however, the blended labor rates utilized for the placement of task orders will be fixed based on the rates proposed above and incorporated into the resultant contract award.

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FOB: Destination
PSC CD: R701

MAX
NET AMT



ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
0004		1	Lot	\$6,591,469.97	\$6,591,469.97 NTE

Base Yr Additional Other Direct Expenses
FFP

(ODEs) in support of emergent tasks under CLIN -003 for the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. The CLIN will be used in conjunction with CLIN -003 Additional Advertising Services. See Contract Line Item Number (CLIN) definitions. Offerors shall use Not To Exceed Max Amount \$6,591,469.97.

Anticipated Base Ordering Period and Period of Performance 20 May 2021 through 19 May 2022. Ordering Period and Period of Performance are subject to change based on actual award date.

FOB: Destination
PSC CD: R701

MAX
NET AMT

\$6,591,469.97

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
0005		1	Lot	\$6,278,548.59	\$6,278,548.59 NTE

Base Yr Field Events Marketing ODEs
FFP

in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions. Offerors shall use Not To Exceed Max Amount \$6,278,548.59

Anticipated Base Ordering Period and Period of Performance 20 May 2021 through 19 May 2022. Ordering Period and Period of Performance are subject to change based on actual award date.

FOB: Destination

PSC CD: R701

MAX
NET AMT

\$6,278,548.59

ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
0006		12	Months		

Base Yr Recurring Web and System Support
FFP

in support of Commander, Navy Recruiting Command's Navy Marketing and Advertising Program in accordance with the Performance Work Statement attached hereto. See Contract Line Item Number (CLIN) definitions.

Anticipated Base Ordering Period and Period of Performance 20 May 2021 through 19 May 2022. Ordering Period and Period of Performance are subject to change based on actual award date.

FOB: Destination

PSC CD: R701

MAX
NET AMT

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
0007	Base Yr NALTS Support FFP In support of Commander, Navy Recruiting Command's Navy Marketing and Advertising Program in accordance with the Performance Work Statement attached hereto. See Contract Line Item Number (CLIN) definitions. Anticipated Base Ordering Period and Period of Performance 20 May 2021 through 19 May 2022. Ordering Period and Period of Performance are subject to change based on actual award date. FOB: Destination PSC CD: R701	12	Months		
				MAX NET AMT	

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
1001 OPTION	OPT I Basic Advertising Services FFP in support of Commander, Navy Recruiting Command's Navy Marketing and Advertising Program in accordance with the Performance Work Statement attached hereto. See Contract Line Item Number (CLIN) definitions. Anticipated OPT I Ordering Period and Period of Performance 20 May 2022 through 19 May 2023. Ordering Period and Period of Performance are subject to change based on actual award date. FOB: Destination PSC CD: R701	12	Months		
				MAX NET AMT	

ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
1002 OPTION	OPT I Space Charges Media Placement COST and Postage in support of Commander, Navy Recruiting Command's Navy Marketing and Advertising Program in accordance with the Performance Work Statement attached hereto. See Contract Line Item Number (CLIN) definitions. Offerors shall use Not To Exceed Max Amount \$57,589,626.48 Anticipated OPT I Ordering Period and Period of Performance 20 May 2022 through 19 May 2023. Ordering Period and Period of Performance are subject to change based on actual award date. FOB: Destination PSC CD: R701	1	Lot	\$57,589,626.48	\$57,589,626.48 NTE
				MAX COST	\$57,589,626.48

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
1003		1	Lot	\$1,972,799.00	\$1,972,799.00 NTE

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OPTION

OPT I Additional Advertising
FFP

Services in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.

Anticipated OPT I Ordering Period and Period of Performance 20 May 2022 through 19 May 2023. Ordering Period and Period of Performance are subject to change based on actual award date.

This CLIN requires the offeror to propose a fully burdened blended hourly rate for each of the five (5) organizational segments listed below. The fixed price blended hourly rates will be used to place task orders for services that are emergent and fall outside the scope of CNRC's Annual Advertising and Marketing Plan, but remain within the total scope of the contract.

For purposes of proposal evaluation, the Navy will evaluate based on the blended hourly rates proposed and the Government's estimated hours for each segment. Offerors shall propose blended labor rates and provide the total amount for each of the following five (5) segments:

(1) Research, Strategic Planning, Program Development and Assessment:

(blended hourly rate) x 700 hours = (Amount)

(2) Creative Strategy, Execution, and Production:

(blended hourly rate) x 10,000 hours = (Amount)

(3) Media and Related Services:

(blended hourly rate) x 500 hours = (Amount)

(4) Prospect Relationship Management and Fulfillment Operations:

(blended hourly rate) x 3,000 hours = (Amount)

(5) Field Events Marketing:

(blended hourly rate) x 500 hours = (Amount)

THE OFFEROR SHALL INSERT A PROPOSED FULLY BURDENED BLENDED HOURLY LABOR RATE AND AN EXTENDED TOTAL FOR EACH OF THE FIVE SEGMENTS. FOR THIS CLIN, THE GOVERNMENT WILL EVALUATE PRICE BASED ON THE AGGREGATE TOTAL AMOUNT OF ALL FIVE SEGMENTS ADDED TOGETHER.

In the event the offeror makes an apparent mathematical error in calculating the amount for each segment, the Government will consider the blended hourly labor rates proposed to be correct. Task orders placed against this CLIN shall be issued on a Firm Fixed Price (FFP) basis. For the placement of task orders under this CLIN, the number of hours and mix of segments will be negotiated between the Government and the resultant Contractor; however, the blended labor rates utilized for the placement of task orders will be fixed based on the rates proposed above and incorporated into the resultant contract award.

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FOB: Destination
PSC CD: R701

MAX
NET AMT



ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
1004 OPTION	OPT I Additional Other Direct Expenses FFP (ODEs) in support of emergent tasks under CLIN -003 for the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. The CLIN will be used in conjunction with CLIN -003 Additional Advertising Services. See Contract Line Item Number (CLIN) definitions. Offerors shall use Not To Exceed Max Amount \$6,716,707.90 Anticipated OPT I Ordering Period and Period of Performance 20 May 2022 through 19 May 2023. Ordering Period and Period of Performance are subject to change based on actual award date. FOB: Destination PSC CD: R701	1	Lot	\$6,716,707.90	\$6,716,707.90 NTE

MAX
NET AMT

\$6,716,707.90

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
1005 OPTION	OPT I Field Events Marketing ODEs FFP in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions. Offerors shall use Not To Exceed Max Amount \$6,397,841.01 Anticipated OPT I Ordering Period and Period of Performance 20 May 2022 through 19 May 2023. Ordering Period and Period of Performance are subject to change based on actual award date. FOB: Destination PSC CD: R701	1	Lot	\$6,397,841.01	\$6,397,841.01 NTE

MAX NET AMT	\$6,397,841.01
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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
1006 OPTION	OPT I Recurring Web and System Support FFP in support of Commander, Navy Recruiting Command's Navy Marketing and Advertising Program in accordance with the Performance Work Statement attached hereto. See Contract Line Item Number (CLIN) definitions. Anticipated OPT I Ordering Period and Period of Performance 20 May 2022 through 19 May 2023. Ordering Period and Period of Performance are subject to change based on actual award date. FOB: Destination PSC CD: R701	12	Months		
				MAX NET AMT	

ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
1007 OPTION	RESERVED FFP RESERVED	UNDEFINED			
				MAX NET AMT	

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
2001 OPTION	OPT II Basic Advertising Services FFP in support of Commander, Navy Recruiting Command's Navy Marketing and Advertising Program in accordance with the Performance Work Statement attached hereto. See Contract Line Item Number (CLIN) definitions. Anticipated OPT II Ordering Period and Period of Performance 20 May 2023 through 19 May 2024. Ordering Period and Period of Performance are subject to change based on actual award date. FOB: Destination PSC CD: R701	12	Months		

MAX
NET AMT

\$

ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
2002 OPTION	OPT II Space Charges Media Placement COST and Postage in support of Commander, Navy Recruiting Command's Navy Marketing and Advertising Program in accordance with the Performance Work Statement attached hereto. See Contract Line Item Number (CLIN) definitions. Offerors shall use Not To Exceed Max Amount \$58,683,829.39 Anticipated OPT II Ordering Period and Period of Performance 20 May 2023 through 19 May 2024. Ordering Period and Period of Performance are subject to change based on actual award date. FOB: Destination PSC CD: R701	1	Lot	\$58,683,829.39	\$58,683,829.39 NTE

MAX COST

\$58,683,829.39

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
2003		1	Lot	\$2,010,323.00	\$2,010,323.00 NTE

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OPTION

OPT II Additional Advertising
FFP

Services in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.

Anticipated OPT II Ordering Period and Period of Performance 20 May 2023 through 19 May 2024. Ordering Period and Period of Performance are subject to change based on actual award date.

This CLIN requires the offeror to propose a fully burdened blended hourly rate for each of the five (5) organizational segments listed below. The fixed price blended hourly rates will be used to place task orders for services that are emergent and fall outside the scope of CNRC's Annual Advertising and Marketing Plan, but remain within the total scope of the contract.

For purposes of proposal evaluation, the Navy will evaluate based on the blended hourly rates proposed and the Government's estimated hours for each segment. Offerors shall propose blended labor rates and provide the total amount for each of the following five (5) segments:

(1) Research, Strategic Planning, Program Development and Assessment:

(blended hourly rate) x 700 hours = (Amount)

(2) Creative Strategy, Execution, and Production:

(blended hourly rate) x 10,000 hours = (Amount)

(3) Media and Related Services:

(blended hourly rate) x 500 hours = (Amount)

(4) Prospect Relationship Management and Fulfillment Operations:

(blended hourly rate) x 3,000 hours = (Amount)

(5) Field Events Marketing:

(blended hourly rate) x 500 hours = (Amount)

THE OFFEROR SHALL INSERT A PROPOSED FULLY BURDENED BLENDED HOURLY LABOR RATE AND AN EXTENDED TOTAL FOR EACH OF THE FIVE SEGMENTS. FOR THIS CLIN, THE GOVERNMENT WILL EVALUATE PRICE BASED ON THE AGGREGATE TOTAL AMOUNT OF ALL FIVE SEGMENTS ADDED TOGETHER.

In the event the offeror makes an apparent mathematical error in calculating the amount for each segment, the Government will consider the blended hourly labor rates proposed to be correct. Task orders placed against this CLIN shall be issued on a Firm Fixed Price (FFP) basis. For the placement of task orders under this CLIN, the number of hours and mix of segments will be negotiated between the Government and the resultant Contractor; however, the blended labor rates utilized for the placement of task orders will be fixed based on the rates proposed above and incorporated into the resultant contract award.

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FOB: Destination
PSC CD: R701

MAX
NET AMT

ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
2004 OPTION	OPT II Additional Other Direct Expenses FFP	1	Lot	\$6,844,325.35	\$6,844,325.35 NTE

(ODEs) in support of emergent tasks under CLIN -003 for the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. The CLIN will be used in conjunction with CLIN -003 Additional Advertising Services. See Contract Line Item Number (CLIN) definitions. Offerors shall use Not To Exceed Max Amount \$6,844,325.35

Anticipated OPT II Ordering Period and Period of Performance 20 May 2023 through 19 May 2024. Ordering Period and Period of Performance are subject to change based on actual award date.

FOB: Destination
PSC CD: R701

MAX
NET AMT

\$6,844,325.35

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
2005 OPTION	OPT II Field Events Marketing ODEs FFP in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions. Offerors shall use Not To Exceed Max Amount \$6,519,399.99 Anticipated OPT II Ordering Period and Period of Performance 20 May 2023 through 19 May 2024. Ordering Period and Period of Performance are subject to change based on actual award date. FOB: Destination PSC CD: R701	1	Lot	\$6,519,399.99	\$6,519,399.99 NTE
				MAX NET AMT	\$6,519,399.99

ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
2006 OPTION	OPT II Recurring Web and System Support FFP in support of Commander, Navy Recruiting Command's Navy Marketing and Advertising Program in accordance with the Performance Work Statement attached hereto. See Contract Line Item Number (CLIN) definitions. Anticipated OPT II Ordering Period and Period of Performance 20 May 2023 through 19 May 2024. Ordering Period and Period of Performance are subject to change based on actual award date. FOB: Destination PSC CD: R701	12	Months		
				MAX NET AMT	

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY UNDEFINED	UNIT	UNIT PRICE	MAX AMOUNT
2007 OPTION	RESERVED FFP RESERVED				

MAX
NET AMT

ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY 12	UNIT Months	UNIT PRICE	MAX AMOUNT
3001 OPTION	OPT III Basic Advertising Services FFP in support of Commander, Navy Recruiting Command's Navy Marketing and Advertising Program in accordance with the Performance Work Statement attached hereto. See Contract Line Item Number (CLIN) definitions: Anticipated OPT III Ordering Period and Period of Performance 20 May 2024 through 19 May 2025. Ordering Period and Period of Performance are subject to change based on actual award date. FOB: Destination PSC CD: R701				

MAX
NET AMT

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
3002 OPTION	OPT III Space Charges Media Placement COST and Postage in support of Commander, Navy Recruiting Command's Navy Marketing and Advertising Program in accordance with the Performance Work Statement attached hereto. See Contract Line Item Number (CLIN) definitions. Offerors shall use Not To Exceed Max Amount \$59,798,822.14 Anticipated OPT III Ordering Period and Period of Performance 20 May 2024 through 19 May 2025. Ordering Period and Period of Performance are subject to change based on actual award date. FOB: Destination PSC CD: R701	1	Lot	\$59,798,822.14	\$59,798,822.14 NTE
				MAX COST	\$59,798,822.14

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
3003		1	Lot	\$2,048,465.00	\$2,048,465.00 NTE

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OPTION

OPT III Additional Advertising
FFP

Services in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.

Anticipated OPT III Ordering Period and Period of Performance 20 May 2024 through 19 May 2025. Ordering Period and Period of Performance are subject to change based on actual award date.

This CLIN requires the offeror to propose a fully burdened blended hourly rate for each of the five (5) organizational segments listed below. The fixed price blended hourly rates will be used to place task orders for services that are emergent and fall outside the scope of CNRC's Annual Advertising and Marketing Plan, but remain within the total scope of the contract.

For purposes of proposal evaluation, the Navy will evaluate based on the blended hourly rates proposed and the Government's estimated hours for each segment. Offerors shall propose blended labor rates and provide the total amount for each of the following five (5) segments:

(1) Research, Strategic Planning, Program Development and Assessment:

██████████ (blended hourly rate) x 700 hours = ██████████ (Amount)

(2) Creative Strategy, Execution, and Production:

██████████ (blended hourly rate) x 10,000 hours = ██████████ (Amount)

(3) Media and Related Services:

██████████ (blended hourly rate) x 500 hours = ██████████ (Amount)

(4) Prospect Relationship Management and Fulfillment Operations:

██████████ (blended hourly rate) x 3,000 hours = ██████████ (Amount)

(5) Field Events Marketing:

██████████ (blended hourly rate) x 500 hours = ██████████ (Amount)

THE OFFEROR SHALL INSERT A PROPOSED FULLY BURDENED BLENDED HOURLY LABOR RATE AND AN EXTENDED TOTAL FOR EACH OF THE FIVE SEGMENTS. FOR THIS CLIN, THE GOVERNMENT WILL EVALUATE PRICE BASED ON THE AGGREGATE TOTAL AMOUNT OF ALL FIVE SEGMENTS ADDED TOGETHER.

In the event the offeror makes an apparent mathematical error in calculating the amount for each segment, the Government will consider the blended hourly labor rates proposed to be correct. Task orders placed against this CLIN shall be issued on a Firm Fixed Price (FFP) basis. For the placement of task orders under this CLIN, the number of hours and mix of segments will be negotiated between the Government and the resultant Contractor; however, the blended labor rates utilized for the placement of task orders will be fixed based on the rates proposed above and incorporated into the resultant contract award.

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FOB: Destination
PSC CD: R701

MAX
NET AMT



ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
3004 OPTION	OPTIII Additional Other Direct Expenses FFP (ODEs) in support of emergent tasks under CLIN -003 for the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. The CLIN will be used in conjunction with CLIN -003 Additional Advertising Services. See Contract Line Item Number (CLIN) definitions. Offerors shall use Not To Exceed Max Amount \$6,974,367.53 Anticipated OPT III Ordering Period and Period of Performance 20 May 2024 through 19 May 2025. Ordering Period and Period of Performance are subject to change based on actual award date. FOB: Destination PSC CD: R701	1	Lot	\$6,974,367.53	\$6,974,367.53 NTE

MAX
NET AMT

\$6,974,367.53

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
3005 OPTION	OPT III Field Events Marketing ODEs FFP	1	Lot	\$6,643,268.59	\$6,643,268.59 NTE

in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions. Offerors shall use Not To Exceed Max Amount \$6,643,268.59

Anticipated OPT III Ordering Period and Period of Performance 20 May 2024 through 19 May 2025. Ordering Period and Period of Performance are subject to change based on actual award date.

FOB: Destination

PSC CD: R701

MAX NET AMT	\$6,643,268.59
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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
3006 OPTION	OPT III Recurring Web and System Support FFP	12	Months		

in support of Commander, Navy Recruiting Command's Navy Marketing and Advertising Program in accordance with the Performance Work Statement attached hereto. See Contract Line Item Number (CLIN) definitions.

Anticipated OPT III Ordering Period and Period of Performance 20 May 2024 through 19 May 2025. Ordering Period and Period of Performance are subject to change based on actual award date.

FOB: Destination

PSC CD: R701

MAX NET AMT	
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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY UNDEFINED	UNIT	UNIT PRICE	MAX AMOUNT
3007 OPTION	RESERVED FFP RESERVED				

MAX
NET AMT

\$

ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY 12	UNIT Months	UNIT PRICE	MAX AMOUNT
4001 OPTION	OPT IV Basic Advertising Services FFP in support of Commander, Navy Recruiting Command's Navy Marketing and Advertising Program in accordance with the Performance Work Statement attached hereto. See Contract Line Item Number (CLIN) definitions. Anticipated OPT IV Ordering Period and Period of Performance 20 May 2025 through 19 May 2026. Ordering Period and Period of Performance are subject to change based on actual award date. FOB: Destination PSC CD: R701				

MAX
NET AMT

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
4002 OPTION	OPT IV Space Charges Media Placement COST and Postage in support of Commander, Navy Recruiting Command's Navy Marketing and Advertising Program in accordance with the Performance Work Statement attached hereto. See Contract Line Item Number (CLIN) definitions. Offerors shall use Not To Exceed Max Amount \$60,934,999.76 Anticipated OPT IV Ordering Period and Period of Performance 20 May 2025 through 19 May 2026. Ordering Period and Period of Performance are subject to change based on actual award date. FOB: Destination PSC CD: R701	1	Lot	\$60,934,999.76	\$60,934,999.76 NTE
				MAX COST	\$60,934,999.76

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
4003		1	Lot	\$2,087,362.00	\$2,087,362.00 NTE

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OPTION

OPT IV Additional Advertising
FFP

Services in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.

Anticipated OPT IV Ordering Period and Period of Performance 20 May 2025 through 19 May 2026. Ordering Period and Period of Performance are subject to change based on actual award date.

This CLIN requires the offeror to propose a fully burdened blended hourly rate for each of the five (5) organizational segments listed below. The fixed price blended hourly rates will be used to place task orders for services that are emergent and fall outside the scope of CNRC's Annual Advertising and Marketing Plan, but remain within the total scope of the contract.

For purposes of proposal evaluation, the Navy will evaluate based on the blended hourly rates proposed and the Government's estimated hours for each segment. Offerors shall propose blended labor rates and provide the total amount for each of the following five (5) segments:

(1) Research, Strategic Planning, Program Development and Assessment:

(blended hourly rate) x 700 hours = (Amount)

(2) Creative Strategy, Execution, and Production:

(blended hourly rate) x 10,000 hours = (Amount)

(3) Media and Related Services:

(blended hourly rate) x 500 hours = (Amount)

(4) Prospect Relationship Management and Fulfillment Operations:

(blended hourly rate) x 3,000 hours = (Amount)

(5) Field Events Marketing:

(blended hourly rate) x 500 hours = (Amount)

THE OFFEROR SHALL INSERT A PROPOSED FULLY BURDENED BLENDED HOURLY LABOR RATE AND AN EXTENDED TOTAL FOR EACH OF THE FIVE SEGMENTS. FOR THIS CLIN, THE GOVERNMENT WILL EVALUATE PRICE BASED ON THE AGGREGATE TOTAL AMOUNT OF ALL FIVE SEGMENTS ADDED TOGETHER.

In the event the offeror makes an apparent mathematical error in calculating the amount for each segment, the Government will consider the blended hourly labor rates proposed to be correct. Task orders placed against this CLIN shall be issued on a Firm Fixed Price (FFP) basis. For the placement of task orders under this CLIN, the number of hours and mix of segments will be negotiated between the Government and the resultant Contractor; however, the blended labor rates utilized for the placement of task orders will be fixed based on the rates proposed above and incorporated into the resultant contract award.

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FOB: Destination
PSC CD: R701MAX
NET AMT

ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
4004 OPTION	OPTIV Additional Other Direct Expenses FFP	1	Lot	\$7,106,880.51	\$7,106,880.51 NTE

(ODEs) in support of emergent tasks under CLIN -003 for the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. The CLIN will be used in conjunction with CLIN -003 Additional Advertising Services. See Contract Line Item Number (CLIN) definitions. Offerors shall use Not To Exceed Max Amount \$7,106,880.51

Anticipated OPT IV Ordering Period and Period of Performance 20 May 2025 through 19 May 2026. Ordering Period and Period of Performance are subject to change based on actual award date.

FOB: Destination
PSC CD: R701MAX
NET AMT

\$7,106,880.51

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
4005 OPTION	OPT IV Field Events Marketing ODEs FFP in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions. Offerors shall use Not To Exceed Max Amount \$6,769,490.70 Anticipated OPT IV Ordering Period and Period of Performance 20 May 2025 through 19 May 2026. Ordering Period and Period of Performance are subject to change based on actual award date. FOB: Destination PSC CD: R701	1	Lot	\$6,769,490.70	\$6,769,490.70 NTE
				MAX NET AMT	\$6,769,490.70

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
4006 OPTION	OPT IV Recurring Web and System Support FFP in support of Commander, Navy Recruiting Command's Navy Marketing and Advertising Program in accordance with the Performance Work Statement attached hereto. See Contract Line Item Number (CLIN) definitions. Anticipated OPT IV Ordering Period and Period of Performance 20 May 2025 through 19 May 2026. Ordering Period and Period of Performance are subject to change based on actual award date. FOB: Destination PSC CD: R701	12	Months		
				MAX NET AMT	

ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
4007 OPTION	RESERVED FFP RESERVED	UNDEFINED			
				MAX NET AMT	

CONTRACT MINIMUM/MAXIMUM QUANTITY AND CONTRACT VALUE

The minimum quantity and contract value for all orders issued against this contract shall not be less than the minimum quantity and contract value stated in the following table. The maximum

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quantity and contract value for all orders issued against this contract shall not exceed the maximum quantity and contract value stated in the following table.

MINIMUM QUANTITY	MINIMUM AMOUNT	MAXIMUM QUANTITY	MAXIMUM AMOUNT
	\$ [REDACTED]		\$ [REDACTED]

CLIN DELIVERY/TASK ORDER MINIMUM/MAXIMUM QUANTITY AND CLIN ORDER VALUE

The minimum quantity and order value for the given Delivery/Task Order issued for this CLIN shall not be less than the minimum quantity and order value stated in the following table. The maximum quantity and order value for the given Delivery/Task Order issued for this CLIN shall not exceed the maximum quantity and order value stated in the following table.

CLIN	MINIMUM QUANTITY	MINIMUM AMOUNT	MAXIMUM QUANTITY	MAXIMUM AMOUNT
0001		\$		\$
0002		\$		\$
0003		\$		\$
0004		\$		\$
0005		\$		\$
0006		\$		\$
0007		\$		\$
1001		\$		\$
1002		\$		\$
1003		\$		\$
1004		\$		\$
1005		\$		\$
1006		\$		\$
1007		\$		\$
2001		\$		\$